

City of Bloomington Parks and Recreation Department



DROOL IN THE POOL

Wednesday, August 12 & Thursday, August 13
Mills Pool

PARK PARTNER PROGRAM

Sponsorship and Vendor Opportunities



Drool in the Pool returns for another year. Mills Pool is closed for humans, but is open for two more days for swimming for our canine friends. The first evening features dog paddling fun and a jumping contest. The second evening is filled with a variety of entertaining contests, giveaways, and more swimming. Various pet-related businesses and organizations have an opportunity to align with this community event and interact with pet owners during Thursday night programming.

Target Market:

- * approximate four-legged attendance: 250
- * approximate people crazy about their dogs: 400

Opportunity for involvement:	Value
<u>Top Dog sponsor</u>	\$500.00
Provide vendor space at event	
Include logo or name in media promotion including H.T. ads and radio	
Include logo on collateral pieces including promotional poster and flier	
Display logo on event banner	
Include your business logo with link on event Web page	
<u>Big Dog sponsor</u>	\$250.00
Provide vendor space at event	
Include logo on collateral pieces including promotional poster and flier	
Display logo on event banner	
Include your business name with link on event Web page	
<u>Hot Dog sponsor</u>	\$100.00
Provide vendor space at event	
Include name on promotional poster	
Display name on event banner	
Include your business name on event Web page	
<u>Canine vendor</u>	\$25.00
Provide vendor space at event	

Sponsorship/vendor deadline: July 1

If paying by check, mail sponsorship/vendor check to:

City of Bloomington Parks and Recreation ♦ Attn: Bill Ream, Community Relations Coordinator
401 N. Morton St., Suite 250, PO Box 848 Bloomington, IN 47402